

# Join Us for a Summer of Social Media Conversation

**Problem:** A child dies from heatstroke about once every 10 days from being left alone in a hot vehicle. In fact, heatstroke is the leading cause of non-crash vehicle fatality for kids 14 and younger. Children can climb into unlocked cars to play, or are left alone in the car. These tragedies are 100-percent preventable.

**Action:** NHTSA and Safe Kids Worldwide are asking you to help us raise awareness about the danger of heatstroke to kids in cars through a concerted, summer-long social media conversation. NHTSA and Safe Kids Worldwide are reaching out to our State and safety partners to engage all-day on Twitter on **June 15, every 15 minutes starting at 7 a.m. EDT**. Join us for a Twitter chat on **July 12** — @NHTSAGov will be using the hashtags #heatstrokekills and #checkforbaby on all its social media posts (including on Instagram and Facebook) and asks you to do the same. In August, we plan to raise the awareness level even higher, with your help, with a second Tweetup on **August 12**. As the temperatures rise, the dangers for kids left in hot vehicles increases exponentially.

Sample social media posts:



- No child should die of #heatstroke from being left alone in a hot car! Share this badge if you want to help stop this 100-percent-preventable tragedy. #heatstrokekills #checkforbaby
- Act fast. Save a life. If you see a child alone in a hot vehicle, call 911 or your local emergency number immediately. If the child is in distress due to heat, remove the child from the vehicle as quickly as possible. Cool the child rapidly by spraying the child with cool water or with water from a garden hose (an ice bath isn't necessary or desirable). Visit [www.safercar.gov/heatstroke](http://www.safercar.gov/heatstroke) for more information. #heatstrokekills #checkforbaby



- No child should die from being left alone in a hot car! Share this badge if you want to help stop this 100-percent-preventable tragedy. #heatstrokekills #checkforbaby



- Always look in both the front and back of the vehicle before locking the doors and walking away. #heatstrokekills
- A child's body absorbs more heat on a hot day than an adult's does. Where's Baby? Look before you lock! #heatstrokekills #checkforbaby
- High body temperatures can cause a child permanent injury or even death. Where's Baby? Look before you lock! #heatstrokekills #checkforbaby
- Pls RT: The inside of a car can reach deadly temps in 10 minutes for a child locked inside. [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke) #heatstrokekills
- Remember to never leave your child alone in a car — even for a minute! Please RT [www.safekids.org/heatstroke](http://www.safekids.org/heatstroke) #heatstrokekills
- San Jose State University: In 54% of cases, child was "forgotten" by the caregiver. Where's Baby? Look before you lock! #heatstrokekills
- Did u know? In more than 29% of cases, kids got into vehicles on their own. Where's Baby? Look before you lock! #heatstrokekills
- Want to help us prevent #heatstroke deaths of children in hot vehicles? Visit [www.safercar.gov/heatstroke](http://www.safercar.gov/heatstroke) #checkforbaby #heatstrokekills

**SAFE  
KIDS**  
WORLDWIDE™



**July 31 Is National Heatstroke Prevention Day.  
By Acting Fast, You Can Save a Young Life.**

